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**ARIZONA GUBERNATORIAL ELECTION:
SALMON AND NAPOLITANO DEADLOCKED;
ECONOMY DOMINATES ISSUE AGENDA**

Matt Salmon and Janet Napolitano are deadlocked in their efforts to become the next governor of Arizona, according to recent survey findings. It's a statistical dead heat among likely voters with 41 percent support of likely voters supporting Salmon and 38 percent supporting Napolitano. More than half (55%) of likely voters say the economy is the most important issue facing the next governor of Arizona. Many are concerned with the state being able to balance the budget next year.

The *Grand Canyon State Poll* was conducted by the Social Research Laboratory at Northern Arizona University between September 26 and 29, 2002. The survey was conducted over the telephone with 569 randomly-selected, likely voters from throughout Arizona. Results are accurate within a +/- 4.2 percent margin of error at a 95 percent confidence level.

SALMON AND NAPOLITANO LOCKED IN TIGHT RACE

Matt Salmon and Janet Napolitano are statistically tied in support among registered Arizonans who are very likely to vote in the November general election. Salmon, the Republican, and Napolitano, the Democrat, are viewed favorably by equal proportions of likely voters (50% and 51%, respectively) who have some level of familiarity with the candidates. If the election was held today, 41 percent of likely voters say they would vote for Matt Salmon and 38 percent of likely voters would vote for Janet Napolitano. Five percent of likely voters support Richard Mahoney, the Independent candidate, and one percent support Barry Hess, the Libertarian candidate. Fifteen percent of likely voters are undecided about whom to support.

Fred Solop, director of the Grand Canyon State Poll, commented, "Previous polls have shown Janet Napolitano with a slight lead in the general election campaign. That lead has now diminished with President Bush's recent visit to Arizona giving Salmon a boost in support. The important question now is whether the Bush-bounce will provide a long-term edge to Salmon or whether Napolitano will be able to orchestrate a bounce of her own in the final month of campaigning."

SOURCES OF STRENGTH

About three-fourths (74%) of Salmon supporters and three-fourths (76%) of Napolitano supporters firmly support their candidate, meaning that they are unlikely to change their mind before Election Day. Soft support means that one's opinion might change before Election Day. Two-thirds of Mahoney's support (61%) is soft and almost half of Hess' support (43%) is soft.

Salmon and Napolitano are each supported by significant proportions of their own party members. Sixty-eight percent of Republicans support Salmon and 71 percent of Democrats

support Napolitano. The cross-over vote is relatively equal with 12 percent of Republicans saying they will vote for Napolitano and 11 percent of Democrats saying they will vote for Salmon. Twenty-six percent of independent voters support Salmon and 38 percent support Napolitano. Twelve percent of independent voters support Richard Mahoney. Twenty-two percent of independent voters remain undecided.

Overall, Salmon is drawing more support from conservatives, whites, men, and higher-income voters. Napolitano is drawing more support from liberals and moderates, independents, people of color, women, and voters with lower incomes.

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Social Research Laboratory, Northern Arizona University

Tuesday, October 1, 2002

**GRAND CANYON STATE POLL
BACKGROUND MEMO**

Fall 2002

The *Grand Canyon State Poll* was conducted between September 26 and September 29, 2002. A random sample of 569 likely voters in Arizona was asked questions regarding the gubernatorial election. Survey question results are subject to a sampling error of +/- 4.2 percent at a 95 percent confidence level. Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from the population. Sampling error does not take into account additional sources of error inherent in any study of public opinion. The data referred to in this release are presented below.

In your opinion, what is the most important issue that the next governor of Arizona will have to handle?

	Economy	Education	Healthcare	Environment	Immigration	Crime/ Criminal Justice
Total	55%	18%	2%	1%	1%	1%

Do you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of (insert candidate name – rotated order)? [Asked of people saying they knew something of the specific candidate]

	Favorable		Unfavorable		Don't know	(N)
	Very	Somewhat	Very	Somewhat		
Matt Salmon (Republican)	25%	25%	14%	16%	21%	(526)
Janet Napolitano (Democrat)	26%	25%	19%	12%	18%	(547)
Richard Mahoney (Independent)	7%	27%	10%	4%	52%	(350)
Barry Hess (Libertarian)	2%	13%	11%	7%	67%	(209)

If the election for Governor was held today, would you vote for Matt Salmon, the Republican, Janet Napolitano, the Democrat, Richard Mahoney, the Independent, or Barry Hess, the Libertarian [rotate candidates]?

How sure are you of the vote you will cast on Election Day? Are you very sure OR do you think you might change your mind before Election Day?

	Matt Salmon	Janet Napolitano	Richard Mahoney	Barry Hess	Don't know	(N)
Total	41%	38%	5%	1%	15%	(560)

Total	Matt Salmon		Janet Napolitano		Richard Mahoney		Barry Hess	
	Firm	Soft	Firm	Soft	Firm	Soft	Firm	Soft
	74%	24%	76%	22%	36%	61%	57%	43%

	Matt Salmon	Janet Napolitano	Richard Mahoney	Barry Hess	Undecided	(N)
Total	41%	38%	5%	1%	15%	(560)
Democrats	11%	71%	4%	1%	13%	(216)
Republicans	68%	12%	4%	2%	14%	(270)
Other	26%	38%	12%	3%	22%	(74)
Women	36%	43%	3%	1%	17%	(296)
Men	46%	33%	7%	2%	13%	(264)
White	43%	35%	6%	1%	16%	(470)
People of Color	27%	59%	1%	1%	12%	(75)
18-34	42%	34%	11%	---	13%	(53)
35-64	42%	38%	4%	2%	14%	(333)
65+	37%	39%	5%	1%	18%	(170)
< \$35k	30%	48%	7%	3%	13%	(105)
\$35k – \$75k	40%	42%	4%	---	14%	(221)
>\$75k	46%	33%	7%	1%	14%	(154)
Liberals	4%	84%	3%	---	9%	(68)
In between	28%	46%	6%	1%	19%	(283)
Conservatives	75%	9%	5%	2%	10%	(188)